



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Laura Le KUSUMOTO et al.

Application No.: 09/675,958

Filed: September 29, 2000

Conf. No.: 1238

For: SYSTEM AND METHOD FOR
CONSUMER-SELECTED
ADVERTISING AND BRANDING
IN INTERACTIVE MEDIA

Art Unit: 3629

Examiner: Jonathan P. OUELLETTE

Attorney Docket No. 43461-201892

Customer No.

26694

PATENT TRADEMARK OFFICE

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Post Office Box 1450
Alexandria, Virginia 22313-1450

Sir:

Applicants respectfully submit this Information Disclosure Statement pursuant to 37 C.F.R. 1.97 and 1.98 within the time specified in 37 C.F.R. 1.97(b).

Enclosed is a PTO Form 1449 listing three (3) references. Copies of the references are included.

Applicant respectfully submits in order to provide a complete record, a copy of the non-search notification from the corresponding international application.

This Information Disclosure Statement is submitted together with a Amendment and Reply Under 37 C.F.R. § 1.116. Should any additional fee be required for consideration of this Information Disclosure Statement, the Commissioner is hereby authorized to charge such fees to Deposit Account No. 22-0261.

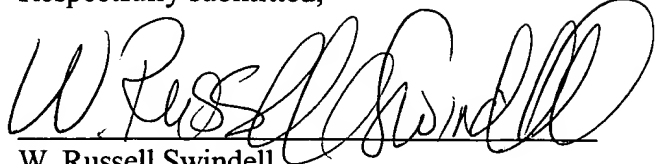
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Applicants have complied with all the requirements set forth in 37 C.F.R. 1.97. It is respectfully requested that the Examiner consider the references and make them of record.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "W. Russell Swindell", written over a horizontal line.

Date: September 15, 2004

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PTO/SB/08a/b (08-03)
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| Substitute for form 1449A/B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary) | | | | Complete if Known | |
| | | | | Application Number | 09/675,958 |
| | | | | Filing Date | September 29, 2000 |
| | | | | First Named Inventor | Laura Lee KUSUMOTO et al. |
| | | | | Art Unit | 3629 |
| | | | | Examiner Name | Jonathan P. OUELLETTE |
| Sheet | 1 | of | 1 | Attorney Docket Number | 43461-201892 |

| U.S. PATENT DOCUMENTS | | | | | |
|-----------------------|--------------------------|--|--------------------------------|--|---|
| Examiner Initials* | Cite No. ¹ | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| | | Number-Kind Code ² (if known) | | | |
| | A1 | | | | |
| | A2 | | | | |
| | A3 | | | | |
| | A4 | | | | |
| | A5 | | | | |
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| FOREIGN PATENT DOCUMENTS | | | | | | |
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| | | Country Code ³ -Number ⁴ -Kind Code ⁵ (if known) | | | | |
| | B1 | WO 01/88803 A2 – Non-Search | 11-22-2001 | | | |
| | B2 | | | | | |
| | B3 | | | | | |
| | B4 | | | | | |
| | B5 | | | | | |

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| NON PATENT LITERATURE DOCUMENTS | | | |
|---------------------------------|--------------------------|---|----------------|
| Examiner Initials* | Cite No. ¹ | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T ² |
| | C1 | ELKIN, Tobi, "What Is There?", < http://www.there.com > last visited August 17, 2004 at 9:31 p.m., pages 2 pgs. | |
| | C2 | "Adaboy," < http://www.adaboy.com >>NY-Pittsburg-LA, 622 Second Avenue Pittsburg, PA 15219> 2 pgs., Undated advertising brochure based on U.S. Patent No. 6,036,601 | |
| | C3 | | |
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